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UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service  
Washington, D.C. 20250

AMS INSTRUCTION 287-4

JUN 23 1977

ACTION BY: Field Offices, AMS, P&SA, FGIS

Field Office Organizational Names in  
Identification Signs and Directory Listings

I PURPOSE

This Instruction sets forth standards and guidelines to be followed by field offices on the use of organizational names in identification signs and directory listings.

II IDENTIFICATION SIGNS

For the convenience of the public, the buildings, offices, and stations where employees are located should be marked by signs placed at principal entrances. When signs are placed cooperatively with an agency outside the Department, the words, "U.S. Department of Agriculture," should appear ahead of the agency's name to identify it as an agency of the Department.

A Standard Design.

1 Identification signs shall be structured in the following format:

a At the left side, a vertical bar with the letters, USDA, arranged vertically. This lettering shall be in a print larger and more conspicuous than any other lettering on the sign.

b A field with the agency name and, if desired, the name of the office or function. The office or function may either precede or follow the agency name and Department, depending upon the emphasis desired. See Exhibit A, attached, for illustration.

2 Do not use abbreviations and symbols for the names of the Department, the agency, or organizational units, except "U.S." may be abbreviated in the name of the Department.

DISTRIBUTION:  
A,M,O,S,P,F

MANUAL MAINTENANCE INSTRUCTIONS:  
Revised to update. Remove former  
C&MS Instr. 287-4, dated 9-20-68.  
File this Instruction.

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(II A)

3 The colors used for the signs shall be white letters on a medium green background, or medium green letters on a white background.

4 Signs may be of any size to meet service requirements. However, the distance from which the sign will be read, particularly in the case of signs for motorists, should be considered in determining the size of both the sign and the lettering.

B Construction and Maintenance.

1 Signs may be of any suitable material, but should be constructed and painted to withstand the rigors of service and weather. They may be secured or suspended at the top or sides by brackets, or may be mounted in a frame with supporting legs in the ground.

2 The officer in charge shall inspect the signs frequently, and shall refurbish or replace, when needed.

III DOOR-CARD LETTERING

A AMS Leases. The door-card lettering shall comply with the decor of the building. Contact the lessor as to the requirements. The agency name may be placed first, followed by the name of the Department in letters of the same size or smaller. If, for public convenience, the name of the office should stand out, it may be placed either before or after the agency name in letters of the same or different size, depending upon the emphasis desired (see Exhibit A, attached).

B Government-owned or Government-leased Buildings. A standard door card holder and card mounted beside the door shall be used for office identification. See paragraph A, above for guidelines on size and placement of lettering on door cards. Use Optional Form 12, Request for Door Title Cards and Holders, to obtain lettering by the local General Services Administration (GSA). There is no charge for this service.

IV BUILDING AND TELEPHONE DIRECTORIES

A Building Directories. In a building directory, the name of the Agency shall follow the name of the Department in letters not more conspicuous than those in the name of the Department. The names of organizational units and functions should be combined. Illustrated below is how a listing for an AMS office should appear.

(IV A)

UNITED STATES GOVERNMENT  
Agriculture Department of  
Agricultural Marketing Service  
Dairy Division Market News  
Fruit and Vegetable Division Market News

B Telephone Directories. In localities where there are two or more field offices of the Department, field representatives of USDA Agencies should arrange with the local telephone company for a consolidated alphabetical listing of the Department organizations. If there are other Federal agencies in the same locality, the USDA group should help arrange for a consolidated listing of all Federal activities, alphabetically by Departments, under the heading, "United States Government." GSA normally takes the lead in arranging for directory listings of Federal Agencies in cities where it provides communication services.

1 If there are other USDA Agencies in the same locality, the Agency with the greatest number of telephones should exercise leadership in setting up an interagency committee.

2 A representative from each Agency shall meet with the representatives from other local USDA Agencies to coordinate directory listings. If the Agency has several offices in the locality, a representative from the office with the greatest number of telephone installations, or a representative selected by those offices with installations comparable in number, shall represent the Agency.

3 If listings are shown in appropriate sequence in the directory under "United States Government - Agriculture Department of," separate listings of the Agencies in the alphabetical section of the directory are not necessary. However, it is desirable to show "Agriculture Department of ... (see United States Government)" in the main alphabetical section.

4 Identification of units and activities should be uniformly listed. Special listings should not be shown unless absolutely needed for proper functioning of Department business.

5 In telephone directories for small towns, the number of Government Agencies may be too few to warrant separate listings under "United States Government." However, if two or more USDA agencies are located in the town, it is desirable to show, "Agriculture U.S. Department of," and list thereunder the agencies in alphabetical sequence. In some cases, it is practicable to list the agencies in the alphabetical section of the directory.



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Attachment





Illustrations of Field Office Organizational Names  
in Identification Signs



